

FOCUS ON AIRLINES

Keynotes

Sunday September 21, 2008

5:45 p.m. – 7:00 p.m.
James Carville and Mary Matalin sound off on the world of politics!

Monday September 22, 2008

9:00 a.m. – 11:00 a.m.
Complete, Open, Integrated: Oracle's Strategy to Bring Value to Your Business
Charles Phillips | President, Oracle
Chuck Rowzat | Executive Vice President, Product Dev., Oracle

Do More Store Less: Efficiency Gains and Breakthroughs for Your Business
Tom Mendoza | Vice Chairman, NetApp
Tom Georgens | President and Chief Operating Officer, NetApp

Tuesday September 23, 2008

2:30 p.m. – 4:30 p.m.
Your Information@Work
Thomas Kurian | Senior Vice President, Fusion Middleware, Oracle

Innovation: Right on Time
Paul Ottelini | President and CEO, Intel Corporation

Wednesday September 24, 2008

2:30 p.m. – 4:30 p.m.
Transforming Business and Technology Today and Tomorrow
Mark Hurd | Chairman of the Board, CEO and President, HP

Extreme Performance
Larry Ellison | CEO, Oracle Corporation

General Sessions MOSCONE

Monday September 22, 2008

11:30 a.m. - 12:45 p.m.
Applications Unlimited and the Future of Applications
Ed Abbo | Senior Vice President, Applications Dev., Oracle

2:30 p.m. – 3:45 p.m.
Start in the Middle – the Integration Point
Thomas Kurian | Senior Vice President, Fusion Middleware, Oracle

Business Transformation: the Role of Oracle Fusion Middleware
Sriram Prasad Papani | Senior Vice President, Satyam

Executive Solution Sessions SOUTH HALL

Monday September 22, 2008

9:00 a.m. – 10:00 a.m.
Executive Solution Session: How to Build an Agile Foundation for Change
Randy Browning, PricewaterhouseCoopers LLP
Moscone South, Room 303

Wednesday September 24, 2008

9:00 a.m. - 10:00 a.m.
Executive Solution Session: Green IT and Sustainability—A Business Imperative for an Energy and Environmental Framework
Ed Trevisani, IBM
Moscone South, Room 302

Hands-On Labs

Test Drive Oracle SOA Suite
11:45 a.m. – 12:45 p.m.
Marriott Golden Gate C2

Test Drive Governance Technology
15:45 a.m. – 16:45 p.m.
Marriott Golden Gate C2

Open World Sessions

Monday September 22, 2008

TIME	TITLE	LOCATION
11:30 a.m.	Oracle SOA Suite Overview	Marriott Salon 07
1:00 p.m.	Enabling Transformation with Oracle Financials: A Case Study	Moscone West Room 3001
2:30 p.m.	Build a Single View of Your Customer with Siebel Universal Customer Master	Moscone West 2016
4:00 p.m.	Go Behind the Scenes with Oracle On Demand Data Centers & Global Operations	Moscone West 3022
5:30 p.m.	Financial Governance: Unifying Financial Close, Controls, and Reporting	Moscone West 2018
5:30 p.m.	Oracle Enterprise Asset Management: Upgrading to and Implementing Release 12	Moscone West 2008

Tuesday September 23, 2008

TIME	TITLE	LOCATION
9:00 a.m.	Air New Zealand: Peoplesoft Global Payroll Case Study	Moscone West 3000
9:00 a.m.	United Airlines Goes Paperless for SOX Compliance and Cost Center Reporting	Palace Hotel Marina
9:00 a.m.	Siebel CRM Marketing and Loyalty Strategy Overview and Roadmap	Moscone South 309
11:30 a.m.	Oracle EBS Human Capital Management: Rel 12, What's New in 12.1 and Beyond	Moscone West 2002/04
1:00 p.m.	Siebel CRM: Anywhere, Everywhere	Moscone South 310
5:00 p.m.	Peoplesoft Human Capital Management Vision and Roadmap	Moscone West 3010
5:00 p.m.	Oracle SOA Suite: Business Activity Monitoring Best Practices	Moscone Salon 08

Wednesday September 24, 2008

TIME	TITLE	LOCATION
9:00 a.m.	Green is Green: Using IT to Enable Environmental Sustainability	Moscone West 2008
9:00 a.m.	Enterprise Master Data Management – A SOA Approach	Moscone South 200
11:30 a.m.	Drive Up Program Productivity & Profits in Maintenance, Repair, & Overhaul Operations	Westin SF - Franciscan 1
1:00 p.m.	Governance, Risk, and Compliance: Gaining Visibility into your Risk & Controls	Moscone West 2018
1:00 p.m.	Best Practices for Oracle EPM and BI Solutions	Moscone West 3018
5:00 p.m.	Measuring Airline Profitability in Real-Time with Oracle Essbase Plus	Moscone Salon 04
5:00 p.m.	Oracle Database 11g – High Availability Read Scaling: Joint presentation by Sabre & EDS	Moscone South 303

Thursday September 25, 2008

TIME	TITLE	LOCATION
9:00 a.m.	Enterprise 2.0 The New Face of CRM	Moscone South 309
10:30 a.m.	Reducing Costs by Integrating Oracle Financials with Capture, Imaging, and Workflow	Moscone West 2006
12:00 p.m.	Siebel Sales 8.1; Strategy and Overview	Moscone West 2010
1:30 p.m.	Implementing Next Generation Loyalty Strategies with Siebel Loyalty	Moscone South 300
3:00 p.m.	Enable Next Generation Loyalty Strategies in Travel and Hospitality with Siebel Loyalty	Moscone West 2011

DEMO GROUNDS

EXHIBITION HALLS

Oracle E-Business Suite: Transportation Management	K27
Oracle E-Business Suite: Inventory, Shipping Execution & Landed Cost Management	K29
Oracle E-Business Suite: Warehouse Management	K28
Oracle E-Business Suite: Enterprise Asset Management	K33
Oracle E-Business Suite: Sourcing and Procurement Contracts	K44
Oracle E-Business Suite: iProcurement and Services Procurement	K45
Oracle E-Business Suite: Payroll and Time	K12
Oracle E-Business Suite: Integrated Talent Management	K10
Oracle E-Business Suite: Global Accounting	K37
Oracle E-Business Suite: Global Workforce Management	K13
Oracle E-Business Suite: Financial Control and Reporting	K38
Oracle E-Business Suite: Order Management	K16
Siebel Enterprise Marketing and Loyalty Solutions	D08
Siebel CRM Business Intelligence	D13
Siebel Contact Center and Siebel Service	D06
Siebel Universal Customer Master Oracle Data Quality Matching Server	E01
Fusion Middleware: Collaborative Business Process Management – Connecting People & Processes	A39
Fusion Middleware: Oracle B2B for E-Commerce	A36
Fusion Middleware: Oracle SOA Suite	A37
Fusion Middleware: SOA Security and Management	A35
Fusion Middleware: Oracle Business Intelligence	A52
Hyperion: Crystal Ball	F11
Hyperion: Financial Management	F02
Hyperion: Profitability and Cost Management	F08
Let Oracle On Demand Host and Manage Your Oracle Software	C01

Networking Events

EVENT	DAY	VENUE	TIME
Welcome Reception	Sunday	Moscone	7:30 p.m. – 9:30 p.m.
OTN Night	Monday	Various	7:30 p.m. – 11:00 p.m.
Appreciation Event	Wednesday	Cow Palace	8:00 p.m. – 12:00 a.m.
It's a Wrap	Thursday	Howard Street	5:00 p.m. – 7:00 p.m.